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CLAIMS

What is claimed is:

- 1 1. A method of dynamically pricing and/or generating an advertising
2 message to be sent to at least one of a plurality of mobile terminal users, the method
3 comprising:
4 selecting at least one of a plurality of mobile terminals using at least one
5 criteria;
6 maintaining information about the at least one of a plurality of mobile terminal
7 users matching the at least one criteria;
8 creating an advertising message to be sent to the selected at least one of a
9 plurality of mobile terminals, the advertising message including content dynamically generated
10 based on a number of mobile terminals selected using the at least one criteria to receive the
11 advertising message;
12 defining a price of the advertising message based on the number of the at least
13 one of mobile terminal users matching the at least one criteria;
14 distributing the advertising message to the at least one of a plurality of mobile
15 terminal users matching the at least one criteria; and
16 debiting a service user the price of the advertising message distributed to the at
17 least one of a plurality of mobile terminal users matching the at least one criteria.

1 2. The method of claim 1, wherein the at least one criteria comprises at least
2 one criteria of a group of criteria consisting of the number of mobile terminals in a specific
3 location, profiles of the plurality of mobile terminals, a time at which the advertising message is
4 to be sent, a business density of the service user sponsoring the advertising message, and
5 campaign limitations of an advertisement campaign.

1 3. The method of claim 1, further comprising obtaining user information
2 about the mobile terminal users, and wherein the step of selecting the at least one of a plurality of
3 mobile terminals that is to be sent an advertising message comprises specifying a type of user to
4 whom the advertising message should be provided in accordance with the obtained user
5 information.

1 4. The method of claim 1, wherein the advertising message comprises an
2 electronic coupon.

1 5. A method of dynamically generating an advertising message sent to mobile
2 terminal users, the method comprising:
3 selecting at least one of a plurality of mobile terminals using at least one specific
4 criteria; and

5 creating an advertising message to be sent to the selected at least one of a plurality
6 of mobile terminals, the advertising message including content dynamically generated based on a
7 number of mobile terminals selected using the at least one specific criteria to receive the
8 advertising message.

1 6. The method of claim 5, wherein the at least one specific criteria comprises
2 at least one criteria of a group of criteria consisting of the number of mobile terminals in a
3 specific location, profiles of the plurality of mobile terminals, a time at which the advertising
4 message is to be sent, a business density of a service user sponsoring the advertising message, and
5 campaign limitations of an advertisement campaign.

1 7. The method of claim 5, further comprising obtaining user information
2 about the mobile terminal users, and wherein the step of selecting the at least one of the plurality
3 of mobile terminals that is to be sent an advertising message comprises specifying a type of user
4 to whom the advertising message should be provided in accordance with the obtained user
5 information.

1 8. The method of claim 5, wherein the step of obtaining user information
2 comprises obtaining at least one of user profile information and user location information.

1 9. The method of claim 5, wherein the step of obtaining user location
2 information comprises obtaining user location information from at least one element of a group
3 consisting of a mobile terminal identifier, a cell identifier identifying a cell of a mobile
4 communications network with which the mobile terminal is communicating, a global positioning
5 system identifying the position of the mobile terminal, a wireless local area network with which
6 the mobile terminal communicates, and a terminal with which the mobile terminal communicates
7 over a short range communication link.

1 10. The method of claim 5, wherein the content of the advertising message
2 comprises an electronic coupon, and the method further comprises:

3 receiving the electronic coupon at a particular terminal of the selected mobile
4 terminals; and

5 redeeming the electronic coupon by transmitting the electronic coupon from the
6 particular terminal to a coupon redemption terminal to redeem a special offer specified in the
7 electronic coupon.

1 11. The method of claim 10, wherein the step of creating the advertising
2 message comprises dynamically assigning a monetary value to the special offer specified in the
3 electronic coupon, and the method further comprises specifying a second criteria for determining
4 the monetary value of the special offer.

1 12. The method of claim 10, wherein the step of transmitting the electronic
2 coupon comprises transmitting the electronic coupon to the particular terminal over either of a
3 short range communication link and a wireless local area network.

1 13. The method of claim 10, further comprising validating the electronic
2 coupon.

1 14. The method of claim 10, further comprising tracking the use of the
2 electronic coupon.

1 15. The method of claim 5, further comprising transmitting the advertising
2 message using a short range communication transmitter located at a particular location to the
3 selected mobile terminals, and wherein the content of the advertising message further comprises
4 location coordinates of the short range communication transmitter.

1 16. The method of claim 15, further comprising determining at a particular
2 mobile terminal of the selected mobile terminals a current location of the particular mobile
3 terminal using the location coordinates.

1 17. A method of dynamically pricing an advertising message sent to at least
2 one of a plurality of mobile terminal users, the method comprising:

3 maintaining information about at least one of a plurality of mobile terminal users
4 matching at least one criteria;
5 defining a price of the advertising message based on the number of the at least
6 one of mobile terminal users matching the at least one criteria;
7 distributing the advertising message to the at least one of a plurality of mobile
8 terminal users matching the at least one criteria; and
9 debiting a service user the price of the advertising message distributed to the at
10 least one of a plurality of mobile terminal users matching the at least one criteria.

1 18. The method of claim 17, wherein the at least one criteria comprises at least
2 one criteria of a group of criteria consisting of the number of mobile terminals in a specific
3 location, profiles of the plurality of mobile terminals, a time at which the advertising message is
4 to be sent, a business density of the service user sponsoring the advertising message, and
5 campaign limitations of an advertisement campaign.

1 19. The method of claim 17, further comprising obtaining user information
2 about the mobile terminal users, and wherein the step of selecting the at least one of a plurality of
3 mobile terminals that is to be sent an advertising message comprises specifying a type of user to
4 whom the advertising message should be provided in accordance with the obtained user
5 information.

1 20. The method of claim 17, wherein the advertising message comprises an
2 electronic coupon.

1 21. A system of dynamically pricing and/or generating an advertising message
2 to be sent to at least one of a plurality of mobile terminals, comprising:

3 at least one of a plurality of mobile terminals;

4 a network with which the at least one of a plurality of mobile terminals
5 communicates;

6 a server communicating with the network, the server comprising:

7 means for selecting at least one of a plurality of mobile terminals using at
8 least one criteria;

9 means for maintaining information of the at least one of a plurality of
10 mobile terminal users matching the at least one criteria;

11 means for creating an advertising message to be sent to the selected at
12 least one of a plurality of mobile terminals, the advertising message including content
13 dynamically generated based on a number of mobile terminals selected using the at least one
14 criteria to receive the advertising message;

15 means for defining a price of the advertising message based on the number
16 of the at least one of mobile terminal users matching the at least one criteria;

17 means for distributing the advertising message to the at least one of a
18 plurality of mobile terminal users matching the at least one criteria; and

19 means for debiting to a service user the price of the advertising message
20 distributed to the at least one of a plurality of mobile terminal users matching the at least one
21 criteria.

1 22. The system of claim 21, wherein the at least one criteria comprises at least
2 one criteria of a group of criteria consisting of the number of mobile terminals in a specific
3 location, profiles of the plurality of mobile terminals, a time at which the advertising message is
4 to be sent, a business density of the service user sponsoring the advertising message, and
5 campaign limitations of an advertisement campaign.

1 23. The system of claim 21, further comprising means for obtaining user
2 information about the mobile terminal users, and wherein the means for selecting the at least one
3 of a plurality of mobile terminals that is to be sent an advertising message comprises means for
4 specifying a type of user to whom the advertising message should be provided in accordance with
5 the obtained user information.

1 24. The system of claim 21, wherein the advertising message comprises an
2 electronic coupon.

1 25. A communication system for providing an advertising message to a
2 plurality of mobile terminals, the system comprising:

3 a dedicated server communicating with a communications network for updating
4 a database including information selecting at least one of a plurality of mobile terminals using at
5 least one specific criteria;

6 an advertising message to be sent to the selected at least one of a plurality of
7 mobile terminals including content to be sent to the selected at least one of a plurality of mobile
8 terminals, the content of the advertising message being dynamically generated based on a
9 number of mobile terminals selected using the at least one specific criteria to receive the
10 advertising message before being sent to the selected mobile terminals; and

11 a transceiver communicating with the dedicated server for transmitting the
12 advertising message to the selected at least one of a plurality of mobile terminals.

1 26. The communication system of claim 25, wherein the at least one specific
2 criteria comprises at least one of a group consisting of the number of mobile terminals in a
3 specific location, profiles of the plurality of mobile terminals, a time at which the electronic
4 coupon message is to be sent, a business density of a service user sponsoring the electronic
5 coupon message, and advertisement campaign limitations of an advertisement campaign.

1 27. The communication system of claim 25, wherein the information in the
2 database comprises user profile information compiled from users of the plurality of mobile
3 terminals.

1 28. The communication system of claim 25, wherein the information in the
2 database comprises user location information for at least one of an element of a group consisting
3 of a mobile terminal identifier, a cell identifier identifying a cell of a mobile communications
4 network with which the mobile terminal is presently communicating, a global positioning system
5 identifying the position of the mobile terminal, a wireless local area network with which the
6 mobile terminal communicates, and a terminal with which the mobile terminal communicates over
7 a short range communication link.

1 29. The communication system of claim 25, wherein the content of the
2 electronic coupon message comprises an electronic coupon, and the communication system further
3 comprises a coupon redemption terminal to which the electronic coupon may be transmitted for
4 redemption of the electronic coupon after receipt of the electronic coupon at a particular mobile
5 terminal of the selected at least one of a plurality of mobile terminals.

1 30. The communication system of claim 29, wherein the electronic coupon
2 specifies a special offer having a dynamically assigned monetary value, and the communication
3 system further comprises a second criteria for determining the monetary value of the special offer.

1 31. The communication system of claim 29, further comprising one of a short
2 range communication link and a wireless local area network for transmitting the electronic coupon
3 to the particular mobile terminal of the selected mobile terminals.

1 32. The communication system of claim 29, wherein the communication
2 system further comprises a validation procedure for verifying the authenticity of the electronic
3 coupon.

1 33. The communication system of claim 29, further comprising a tracking
2 procedure for tracking the use of the electronic coupon.

1 34. The communication system of claim 25, wherein the transceiver comprises
2 a short range communication transmitter located at a particular location to transmit the electronic
3 coupon message to the selected mobile terminals, and wherein the content of the electronic
4 coupon message further comprises location coordinates of the short range communication
5 transmitter.